



**Tennessee Regulatory Authority**

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## **NEWS RELEASE**

### **Media Contact**

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### **Do-Not-Fax Program Set to Begin on July 1, 2003**

**Nashville, Tennessee** – Consumers pestered by unwanted fax advertisements will have a new state law on their side beginning on July 1, 2003.

The Tennessee Do-Not-Fax program, enacted by the Tennessee General Assembly during the 2003 legislative session and signed into law by Governor Bredesen, is designed to prohibit organizations and persons from sending unsolicited faxes to any Tennessee resident. The program will be implemented by the Tennessee Regulatory Authority (TRA).

“Receiving unwanted faxes is a growing problem in Tennessee,” said Eddie Roberson, Chief of the TRA’s Consumer Services Division. “We applaud the General Assembly for being sensitive to the concerns of its citizens and for creating a program that addresses the problem.”

The law will require organizations or persons, from which unsolicited faxes originate, to establish and print on each faxed page a toll-free telephone fax number that consumers may use to inform the fax sending organization by return fax of their desire to be removed from the organization’s fax solicitation database. A violation occurs if the organization persists in transmitting faxes after a request has been made to stop.

The General Assembly granted the TRA the authority to impose a civil penalty of up to \$2,000 per occurrence to organizations that knowingly violate the new law. The intent behind the penalty is to encourage fax sending organizations to comply with the new law, to deter violators and to provide relief to Tennessee consumers from unwanted faxes. The TRA also administers the Tennessee Do-Not-Call telephone solicitation program.

Persons interested in participating in the Do-Not-Fax program may visit the TRA web site at [www.state.tn.us/tra](http://www.state.tn.us/tra), or email us at [Tennessee.Do-Not-Fax@state.tn.us](mailto:Tennessee.Do-Not-Fax@state.tn.us).

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